



## **USAID's Khyber Pakhtunkhwa Governance (KPG) Project**

Request for Proposals (RFP)

No. (KPG-PESH-18-0036)

**Development of Communication Strategy and Implementation Plan for  
Water and Sanitation Services Company (WSSC), Kohat**

Issue Date: (May 8, 2018)

**WARNING:** Prospective Bidders who have received this document from a source other than the KPG Office at B of 1-E (North) Ali Plaza, 1st Floor, Jinnah Avenue, Blue area Islamabad or in electronic format at [KPGProcurement@dai.com](mailto:KPGProcurement@dai.com) should immediately contact KPG Islamabad office and provide their name and mailing address so that amendments to the RFP or other communications can be sent directly to them. Any prospective Bidder who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted to all the Bidders on their mail address or electronically.

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**1. Synopsis of the RFP**

1. RFP No.	<b>KPG-PESH-18-0036</b>
2. Issue Date	<b>May 08, 2018</b>
3. Title	<b>Development of Communication Strategy and Implementation Plan for Water and Sanitation Services Company (WSSC), Kohat.</b>
4. Issuing Office & Email/Physical Address for Submission of Proposals	Attn: Procurement Department, Khyber Pakhtunkhwa Governance (KPG) Project, B of 1-E (North), Ali Plaza, 1st Floor, Jinnah Avenue, Blue Area, Islamabad – Pakistan. <a href="mailto:KPGProcurement@dai.com">KPGProcurement@dai.com</a>
5. Deadline for Receipt of Questions	<p>Questions regarding the RFP should only be sent to <a href="mailto:KPGQueries@dai.com">KPGQueries@dai.com</a> by <b>05:00 P.M. Pakistan Standard Time (PST) on May 11, 2018</b>. DAI will respond to all Bidders who will submit queries on this email after closing question deadline. Questions sent on email address other than <a href="mailto:KPGQueries@dai.com">KPGQueries@dai.com</a> will not be responded.</p> <p>Each Bidder is responsible for reading very carefully and understanding fully the terms and conditions of this RFP. All communications regarding this solicitation are to be made solely through the Issuing Office and must be submitted in writing delivered to the Issuing Office, no later than the date specified above. All questions received via email <a href="mailto:KPGQueries@dai.com">KPGQueries@dai.com</a> will be compiled and answered in writing and distributed to all interested Bidders.</p>
6. Deadline for Receipt of Proposals	<p>The proposals (Technical &amp; Financial) are to be submitted by <b>05:00 P.M. Pakistan Standard Time (PST) on May 18, 2018</b> electronically on <a href="mailto:KPGProcurement@dai.com">KPGProcurement@dai.com</a> or in sealed envelope at B of 1-E (North) Ali Plaza, 1st Floor, Jinnah Avenue, Blue area Islamabad, Pakistan.</p> <p>For electronic submissions at <a href="mailto:KPGProcurement@dai.com">KPGProcurement@dai.com</a>, attachment size to an email should not exceed 10MB. If the attachments are more than 10MB in size, electronic submissions should be made through multiple emails with attachment size less than 10MB in each email.</p> <p>Financial proposals opening date, time and venue will be communicated to all bidders after receipt of proposals, through an invitation to all bidders who submitted proposals.</p>
7. Point of Contact	<a href="mailto:KPGQueries@dai.com">KPGQueries@dai.com</a> – Procurement Department
8. Anticipated Award Type	DAI anticipates issuing a <b>Firm Fixed Price Purchase Order/Subcontract</b> . Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order and Bidders will not be reimbursed for any costs associated with the preparation of their bid.

<p><b>9. Basis for Award</b></p>	<p>An award will be made based on the <b>Trade Off Method</b>. The award will be issued to the responsible and reasonable Bidder who provides the best value to DAI and its client using a combination of technical and cost/price factors.</p>
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## 2. Introduction and Purpose

### 2.1 Purpose

DAI, the implementer of “USAID’s Khyber Pakhtunkhwa Governance Project” invites qualified Bidders to submit technical and financial proposals for the “**Development of Communication Strategy and Implementation Plan for Water and Sanitation Services Company (WSSC), Kohat.**” in support of program implementation.

The issuing office and contact person noted in the above synopsis are the sole points of contact at DAI for the purposes of this RFP. Any prospective Bidder who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

### 2.2 Type of Award Anticipated

DAI anticipates awarding a Firm Fixed Price Purchase Order/Subcontract. This award type is subject to change during the course of negotiations.

A Firm Fixed Price Purchase Order/Subcontract is: An award for a total firm fixed price for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Bidders are expected to include all costs, direct and indirect, into their total proposed price.

## 3. General Instructions to Bidders

### 3.1 General Instructions

“Offeror”, “Subcontractor”, and/or “Bidder” means a firm proposing the work under this RFP. “Offer” and/or “Proposal” means the package of documents the firm submits to propose the work.

Bidders wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Bidders are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Bidder’s risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order. Bidders will not be reimbursed for any costs associated with the preparation or submission of their proposal. DAI shall in no case be responsible for liable for these costs.

The proposals (Technical & Financial) are to be submitted by **05:00 P.M. Pakistan Standard Time PST) on May 18, 2018** electronically on [KPGProcurement@dai.com](mailto:KPGProcurement@dai.com) or in sealed envelope at DAI KPG, B of 1-E (North) Ali Plaza, 1st Floor, Jinnah Avenue, Blue area Islamabad. Proposals submitted in hard copy or electronically (via email) should state the RFP number and the title of the activity at the right corner of the envelope or in the subject line of the email.

Late offers will be rejected except under extraordinary circumstances at DAI’s discretion. All proposals submitted in hardcopy shall be sealed and labeled with the RFP Number.

The submission to DAI of a proposal in response to this RFP will constitute an offer and indicates the Bidder’s agreement to the terms and conditions in this RFP and any attachments hereto. DAI reserves the right not to evaluate a non-responsive or incomplete proposal.

### 3.2 Proposal Cover Letter

A cover letter shall be included with the proposal on the Bidder’s company letterhead with a duly authorized signature and company stamp/seal using Attachment B as a template for the format. The cover letter shall include the following items:

- The Bidder will certify a validity period of **Six (06) Months** for the prices provided.
- Acknowledge the solicitation amendments received.
- DUNS number and NTN Number (related documentary proof should be attached – See 8.3 for more).

### 3.3 Questions regarding the RFP

Each Bidder is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the issuing office as specified in the synopsis above. No questions will be answered by phone. Any verbal information received from a DAI or KPG employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

## 4. Instructions for the Preparation of Technical Proposals

Technical proposals shall be sealed in a separate envelope from cost/price proposals, and shall be clearly labeled as “VOLUME I: TECHNICAL PROPOSAL – RFP Number and Title”. For electronic submission through email, please mention the following in subject line “VOLUME I: TECHNICAL PROPOSAL – RFP Number and Title”.

### 4.1 Technical proposal

Technical proposals shall include the following contents:

- A. **Technical Approach** – The technical approach should be a maximum of 10 pages, which should include: (1) how the Bidder plans to deliver the Scope of Work (Attachment A); (2) a work plan outlining how the Bidder is going to provide specified services within proposed timelines; (3) CVs or relevant experiences of key staff positions for this assignment.
- B. **Management Approach** – The management approach should provide the number and type of staff the Bidder plans to assign to this assignment. The Bidder should highlight the specific, relevant qualifications of each staff assigned for this assignment, particularly: (1) staff with experience in developing Communication Strategy ; (2) staff with knowledge of or experience of working with the WSS sector, in particular communications strategy.
- C. **Past Performance** –This section should include details of at least three (3) recent awards of similar scope and duration. The information shall be supplied as a table, and shall include the legal name and address of the organization for which services were performed, a description of work performed, the duration of the work, the value of the contract, description of any problems encountered and how it was resolved, and a current contact phone number of a responsible and knowledgeable representative of the organization. See Attachment D.

In addition to meeting the Scope of Work / Technical Specifications listed in Attachment A, Bidders are required to meet or exceed the significant non-cost factors listed below:

1. Bidder must possess at least five years of relevant in-country experience, preferably assignments completed in KP Province.
2. Bidder must have supplied similar related services including the audio / video public service announcements to USAID or other donors such as DFID, EU, GIZ, and UN etc. in the last three years.
3. Bidder must submit at least three references preferably of similar nature of services especially under a donor funded project.
4. Bidder must have documented ability to meet required delivery time lines, as demonstrated through reference letters from prior clients.
5. Bidder must have required business licenses to operate in the host country. Income/Sales tax registrations with valid FBR certificates and any other relevant department registration that apply to provide the required services.

#### 4.2 Services Specified

For this RFP, DAI is in need of services described in Attachment A (Scope of Work for Services) and Attachment C (Price Schedule).

#### 4.3 Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost/ Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than price, when combined, are considered "significantly more important than" cost/price factors.

All proposals received will be evaluated against the evaluation criteria and scored. The technical score will determine if they are qualified or not. The minimum qualifying score shall be **60 points**.

#### Technical Evaluation Criteria

Evaluation Criteria	Evaluation Sub-criteria	Maximum Points
Technical Approach	See Section 4.1. A	50 points
Management Approach	See Section 4.1. B	20points
Past Performance	See Section 4.1. C	30 points
<b>Total Points</b>		<b>100 points</b>

### 5. Instructions for the Preparation of Cost/Price Proposals

#### 5.1 Cost/Price Proposals

Cost/Price proposals shall be sealed in a separate envelope from technical proposals, and shall be clearly labeled as "VOLUME II: COST/PRICE PROPOSAL – RFP Number and Title". For electronic submission through email, please mention the following in subject line "VOLUME II: COST/PRICE PROPOSAL – RFP Number and Title".

Descriptions for cost should include details of how those costs are comprised, including costs for Labor, transportation, printing, communications, etc. Please be as specific as possible, and provide a budget narrative/separate budget template if necessary.

It is important to note that General Sales Tax on provision of Services is to be included on a separate line, if applicable. DAI will deduct the withholding tax as per applicable rules and laws of Pakistan. The Bidder is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

#### 5.2 Financial Proposal Evaluation

- 1) Financial Proposal evaluation will be conducted by DAI. The Price evaluation will include all labor costs, transportation, lodging, duties, taxes and all other relevant expenses required to perform the Scope of Work.
  - o In cases of discrepancy between the cost/price quoted in Words and in Figures, the lower of the two will be considered.
  - o In evaluation of the price of equipment and services which are subject to excise duty, sales tax, income tax or any other tax or duty levied by the Government, the price will be shown separately on proposal.
- 2) DAI will not be responsible for any erroneous calculation of tax rates or any subsequent changes in rates or structure of applicable taxes. All differences arising out as above shall be fully borne by the Successful Bidder.
- 3) Financial proposal should include budget notes and other relevant details.

Bidders should include General Sales Tax (GST), (if applicable) as separate line item on the proposal. **KPG will provide GST and customs exemption certificate issued by Economics Affairs Division (EAD), instead of money for GST and customs amount to the successful bidder, in compliance**

**with the Pakistan Enhanced Partnership Agreement (PEPA) between Islamic Republic of Pakistan and United States of America. USAID is exempted of paying GST and customs on all purchases.** In addition, Bidders are expected to include the expenses for logistics i.e. accommodation, transportation and other related expenses in the Financial Proposal.

## **6. Basis of Award**

### **6.1 Best Value Determination**

DAI will review all proposals, and make an award based on the technical and cost evaluation criteria stated above, and select the Bidder whose proposal provides the best value to DAI. DAI may also exclude an offer from consideration if it determines that a Bidder is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. DAI may award to a higher priced Bidder if a determination is made that the higher technical evaluation of that Bidder merits the additional cost/price.

Preference would be given to those organizations/companies who can provide complete services mentioned in Attachment A & C.

DAI may award to a Bidder without discussions. Therefore the initial offer **must contain the Bidder's best price and technical terms.**

### **6.2 Responsibility Determination**

DAI will not enter into any type of agreement with a Bidder prior to ensuring the Bidder's responsibility. When assessing a Bidder's responsibility, the following factors are taken into consideration:

- 1) Provide copies of the required business licenses to operate in the host country (Pakistan), including Company registration with relevant authorities, Income/Sales tax registrations with valid FBR certificates.
- 2) The source, origin and nationality of the products or services are not from a Prohibited Country (explained below at **Section 9.2**).
- 3) Complete profile of the organization.
- 4) Having adequate financial resources to finance and perform the work or deliver services or the ability to obtain financial resources without receiving advance funds from DAI.
- 5) Ability to comply with required or proposed delivery or performance schedules.
- 6) Have a satisfactory past performance record, evidence of services completion note of similar nature assignment preferably under USAID funded projects.
- 7) Have a satisfactory record of integrity and business ethics.
- 8) Have the necessary organization, experience, accounting and operational controls and technical skills.
- 9) Submission of undertaking that the firm is not blacklisted by any of Provincial or Federal Government Department, Agency, Organization or autonomous body or Private in full compliance of the execution schedule and delivery period mentioned in proposal document.
- 10) Be qualified and eligible to perform work under applicable laws and regulations.

**Note:** Verifiable documentary proof for all above requirements and criteria points are mandatory requirement and marks will be awarded on the basis of these verifiable proofs.

## **7. Anticipated Post-Award Deliverables**

Upon award of a subcontract or purchase order, the deliverables and deadlines detailed in the below table will be submitted to DAI. The Bidder should provide proposed costs per deliverable in the Price Schedule. All of the deliverables outlined in the table below must be submitted to and approved by DAI before payment processing.



<b>S. No</b>	<b>Tasks</b>	<b>Description</b>	<b>Work Days</b>
<b>01</b>	<b>Inception Report</b>	Inception Report outlining the work/activities to be undertaken, including implementation plan and timeline	<b>05 Calendar Days</b>
<b>02</b>	<b>Draft Communication Strategy and Communication Implementation Plan</b>	Submission of draft Communication Strategy and draft Communication Implementation Plan. To be approved by WSSCK and KPG	<b>40 Calendar Days</b>
<b>03</b>	<b>Design Layouts</b>	Submission of design layouts for printing / production of WSSCK folder, banner, billboards, campaign t-shirts, posters etc. To be approved by WSSCK and KPG	<b>05 Calendar Days</b>
<b>04</b>	<b>Audio / Visual Public Service Announcements</b>	Submission of audio/visual Public Service Announcements. To be approved by WSSCK and KPG	<b>05 Calendar Days</b>
<b>05</b>	<b>Final Communication Strategy and Communication Implementation Plan</b>	Submission of final Communication Strategy and final Communication Implementation Plan. To be approved by WSSCK and KPG	<b>10 Calendar Days</b>
<b>06</b>	<b>Final Report</b>	Final report which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons. To be approved by WSSCK and KPG	<b>05 Calendar Days</b>

## **8. Inspection & Acceptance**

The designated DAI Project Manager will inspect from time to time, the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all services are of acceptable quality and standards. The Bidder shall be responsible for any counter-measures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

## **9. Compliance with Terms and Conditions**

### **9.1 General Terms and Conditions**

Bidders agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Bidder shall comply with all Representations and Certifications of Compliance listed in Attachment E.

### **9.2 Source and Nationality**

Under the authorized geographic code for its contract DAI may only procure services from the following countries.

**Geographic Code 937:** Goods and services from the United States, the cooperating country, and "Developing Countries" other than "Advanced Developing Countries: excluding prohibited countries. A list of the "Developing Countries" as well as "Advanced Developing Countries" can be found at:

<https://www.usaid.gov/sites/default/files/documents/1876/310maa.pdf> and  
<https://www.usaid.gov/sites/default/files/documents/1876/310mab.pdf> respectively.

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at [www.SAM.gov](http://www.SAM.gov). The current list of countries under comprehensive sanctions include: **Cuba, Iran, North Korea, Sudan, and Syria**. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

***By submitting a proposal in response to this RFP, Bidders confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.***

### **9.3 Data Universal Numbering System (DUNS)**

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Bidder "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful Bidder/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Bidders who fail to provide a DUNS number will not receive an award and DAI will select an alternate Bidder.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of **US\$30,000** and above **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Bidders sign the self-certification statement if the Bidder claims exemption for this reason.

For those required to obtain a DUNS number, please email [KPGQueries@dai.com](mailto:KPGQueries@dai.com) for "**Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors.**"

For those not required to obtain a DUNS number, please email [KPGQueries@dai.com](mailto:KPGQueries@dai.com) for the "**Self Certification for Exemption from DUNS Requirement**" form.

### **9.4 Mandatory Vetting**

Pursuant to AIDAR 752.204-71, all recipients of DAI Pakistan awards above **US\$25,000** must comply with vetting requirements of all key individuals under the given award. No cash or in-kind disbursements will be provided until the recipient organization and all key individual(s) under the organization have passed vetting. The purpose of vetting is to mitigate the risk that USAID funds and other resources do not, even inadvertently provide support or benefit individual or entities that are terrorists, supporters of terrorists or affiliated with terrorists. **The selected vendor will provide information and documents for Partner Identification Form (PIF); Scan copies of the registration of business, form-A/Form-29/Partnership deed etc. (whichever is applicable based on business registration), and scan copies of CNIC/Passport of Key individuals.**

## **10. Procurement Ethics**

Neither payment nor preference shall be made by either the Bidder, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Bidder or the DAI staff may report violations to the **Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to [ethics@dai.com](mailto:ethics@dai.com)**. DAI ensures anonymity and an unbiased, serious review and treatment

of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Bidder's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

USAID/Pakistan has, in cooperation with the USAID Office of Inspector General, established the Anti-Fraud Hotline to provide an avenue for the reporting of fraud, waste, and abuse which may be associated with USAID funded projects in Pakistan. Complaints are handled with complete confidentiality and individuals are encouraged to report when corruption, fraud, waste or abuse may exist in the USAID/Pakistan projects. **Reports can be filed anonymously via the easy-to-use Hotline (toll free number 0800 84700); e-mail at [complaints@anti-fraudhotline.com](mailto:complaints@anti-fraudhotline.com) ; fax at 021-35390410; postal address at 5-C, 2nd Floor Khayban-e-Ittehad, Phase VII, DHA, Karachi, Pakistan; and on the website [www.anti-fraudhotline.com](http://www.anti-fraudhotline.com).**"

Bidders must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an Bidder, Bidders certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

## **11. Attachments**

### **11.1 Attachment A: Scope of Work for Services**

#### **Background**

The USAID funded Khyber Pakhtunkhwa Governance Project (KPG) aims to support transitional activities in Khyber Pakhtunkhwa Province to promote democratic processes, strengthen the ability of provincial government to be responsive to citizen needs, and create opportunities for gender equality and women's empowerment thus bringing positive changes in attitude, perceptions and behavior about the quality of governance in the province. The project will promote the success of the Government of Khyber Pakhtunkhwa (GoKP) and its reform agenda by engaging directly with the provincial departments, sustaining public engagement and strategic communications, and providing integrated assistance "packages" of activities that support specific GoKP objectives.

In order to further strengthen and improve drinking water supply, sanitation and solid waste management in the urban areas of Kohat, the Government of Khyber Pakhtunkhwa established a public limited company by the name of Water and Sanitation Services Company Kohat (WSSCK). The rationale was to amalgamate all drinking water, sanitation and solid waste functions, previously provided by different government entities and departments under one corporate entity thus improving their efficiency and effectiveness. Now further institutional strengthening support is required to enhance operational efficiency, interaction with the citizens, and technical capacity of the staff. The support, among other activities, consists of developing a communication strategy and implementation plan to respond to the needs of vulnerable populations of Kohat city.

#### **Purpose**

In order to support WSSCK in its institutional strengthening, KPG seeks the services of a firm with experience in developing and implementing a communication strategy, especially for government or corporate entities in the fields of water supply, sanitation and/or solid waste management services in the urban areas. The firm will develop a communication strategy aimed to increase awareness and knowledge on WSSCK in Kohat; and to support this newly established entity in regularly implementing outreach activities.

#### **Objectives and Duties:**

The Firm will be contracted to:

- Participate in initial kick-off meeting / call with WSSCK and KPG to discuss/agree on the work plan
- Initiate regular consultations throughout the period of performance with WSSCK management and key staff members to understand the existing communications/public awareness tools, processes, challenges, core messages, and objectives
- Design public awareness strategy and its implementation plan to increase awareness on the achievements of WSSCK based on the review of existing communications / public awareness tools and assessment of their effectiveness.
- Design promotional materials and activities in line with the communication including but not limited to project folders, banners, billboards, posters, web campaign, photo/drawing essays, campaigns for radio broadcast, print and social media.
- Draft a script and shoot a video public service announcement which should not be less than 30 seconds.
- Prepare case studies on three beneficiaries to highlight WSSCK, success stories, best practices and/or lessons learned.
- Document and report activities highlighting progress, achievements and success stories of WSSCK.

## **Required Deliverables**

The Firm will submit the following as outputs:

1. Inception Report outlining the work plan.
2. Submission of draft communication strategy and implementation plan for WSSCK.
3. Design layout (for printing/production) of WSSCK folder, banner, billboard, campaign t-shirt, poster etc. in line with communications strategy and approved by WSSCK and KPG
4. Audio-visual public service announcements.
5. Submission of final communication strategy and implementation plan approved by WSSCK and KPG
6. Final Report which should show the methodology used, activities undertaken, successes, challenges, lessons identified and recommendations on how to address those lessons. To approved by WSSCK and KPG

## **Branding & Marking**

Vendor will ensure branding and marking of USAID Identity, flag and disclaimers on all Products in close consultation with KPG.

## **Duration and Location**

The duration of the assignment is scheduled to last a maximum of **Four (04) Months**.

Activities can be conducted remotely with the WSSCK team via electronic communication and phone. However, face-to-face meetings will be required to discuss the requirements, implementation process, and other pertinent details for the execution of the Scope of Work. A final face-to-face meeting to present and discuss the final report will be required.

No equipment or material will be purchased or provided by KPG Project to conduct the Scope of Work. Any travel, equipment or materials needed to accomplish these requested activities will be covered by the Firm. Any expenses, unless explicitly articulated by the KPG, will be at the expense of the Firm.

**11.2 Attachment B: Proposal Cover Letter**

[On Firm's Letterhead]

<Insert date>

**TO: DAI Pakistan (Pvt.) Ltd**

We, the undersigned, provide the attached proposal in accordance with **RFP- No. KPG-PESH-18-0036** issued on **May 8, 2018**. Our attached proposal is for the total price of <Sum in Words \_\_\_\_\_ (PKR 0.00 \_\_\_\_\_ Sum in Figures) >.

I certify a validity period of **Six (06) Months** for the prices provided in the attached Price Schedule. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

*Bidder shall verify here the items specified in this RFP document.*

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

NTN No. \_\_\_\_\_

DUNS: \_\_\_\_\_

Company Seal/Stamp: \_\_\_\_\_



Please submit the Price Schedule in the following format:

S. No	Item Name	Payment to be disbursed as	Price (PKR)
01	Inception Report outlining the work/activities to be undertaken, including implementation plan and timeline	15% of the award amount	
02	Submission of draft Communication Strategy and draft Communication Implementation Plan. To be approved by WSSCK and KPG	30% of the award amount	
03	Submission of design layouts for printing / production of WSSCK folder, banner, billboards, campaign t-shirts, posters etc. To be approved by WSSCK and KPG	5% of the award amount	
04	Submission of audio/visual Public Service Announcements. To be approved by WSSCK and KPG	5% of the award amount	
05	Submission of final Communication Strategy and final Communication Implementation Plan. To be approved by WSSCK and KPG	30% of the award amount	
06	Final report which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons. To be approved by WSSCK and KPG	15% of the award amount	
<b>TOTAL IN PKR WITHOUT GST</b>		<b>PKR</b>	
<b>Add GST @ 15% (if GST Registered with KPRA)</b>		<b>PKR</b>	
<b>GRAND TOTAL IN PKR WITH GST</b>		<b>PKR</b>	

**Note:**

- KPG will release funds to vendor as per above price schedule.
- Please provide budget notes and cost breakup supporting above price schedule.
- KPG will require the bidder to provide justification explaining what, why who, when and where for each of the budget line and provide relevant/valid supporting document to confirm and validate unit rates i.e. contract copies for labor budgeted, quotes for supplies/services for each of the budget line (from record or collect fresh).



**11.4 Attachment D: Past Performance Form**

Include projects that best illustrate your work experience relevant to this RFP, sorted by decreasing order of completion date.

Projects should have been undertaken in the past three years. Projects undertaken in the past five years may be taken into consideration at the discretion of the evaluation committee.

#	Project Title	Description of Activities	Location Province/District	Client Name/Tel No	Cost in PKR (or USD)	Start-End Dates	Completed on schedule (Yes/No)	Completion Letter Received? (Yes/No)	Type of Agreement, Subcontract, Grant, PO (fixed price, cost reimbursable)
1									
2									
3									
4									
5									

## 11.5 Attachment E: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at [www.SAM.gov](http://www.SAM.gov)) or the United Nations Security Designation List (online at: [http://www.un.org/sc/committees/1267/aq\\_sanctions\\_list.shtml](http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml)). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
8. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
9. Labor Laws – The Bidder certifies that it is in compliance with all labor laws.
10. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
11. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of a DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, Bidders agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

## 11.6 Attachment F: Proposal Checklist

Bidder:

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Have you?

Submitted your proposal to DAI in a sealed envelope to the address (electronic or mailing) as specified in General Instructions above?

Does your proposal include the following?

- Signed Cover Letter (*use template in Attachment B*) – *Mandatory*
- Separate Technical and Cost proposals individually sealed and labeled as Volume I and Volume II respectfully – *Mandatory*
- Proposal of the Product or Service that meets the technical requirements as per Attachment A and Attachment C – *Mandatory*
- Past Performance (*use template in Attachment D*) – *Mandatory*
- Complete profile of Organization
- Documents and information as per responsibility determination requirements.